

# Named Account Overview

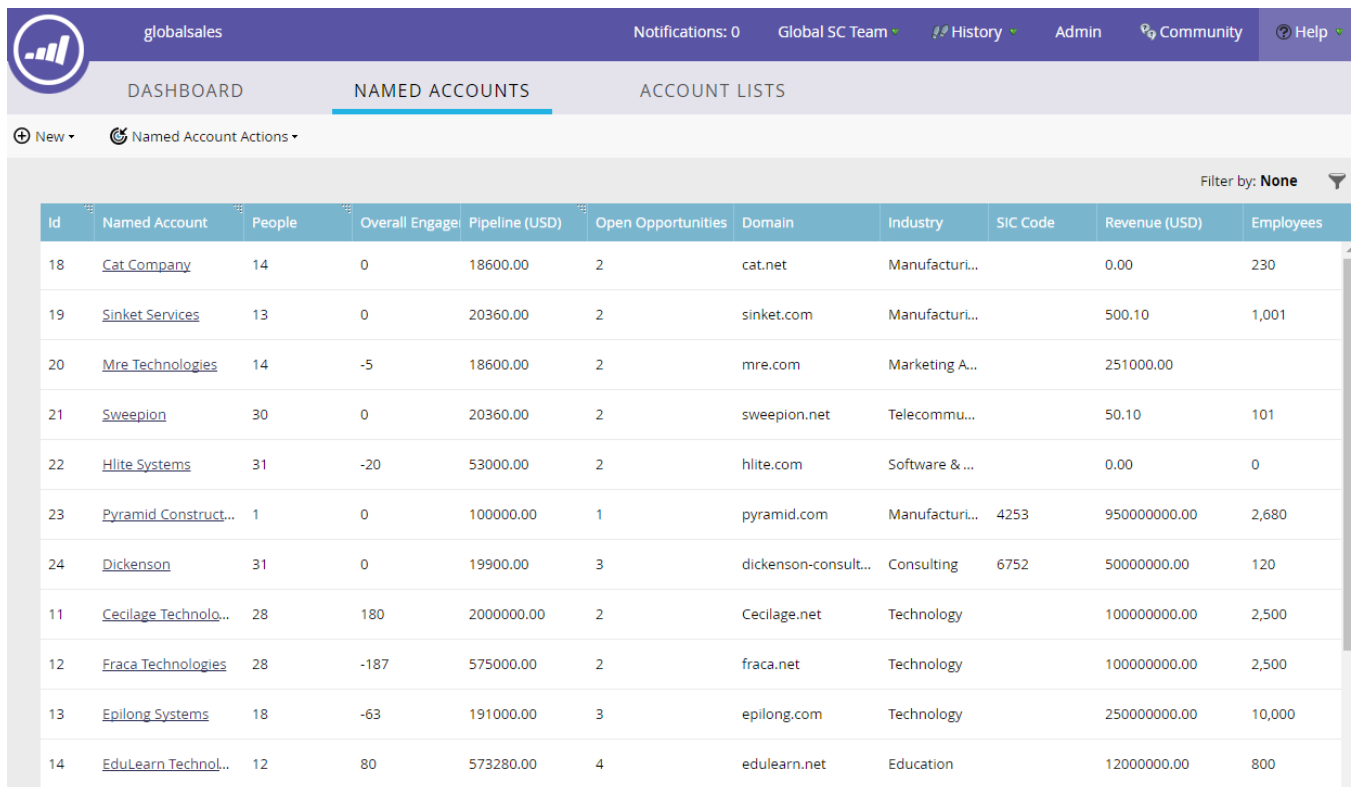
Named Accounts hold the people from the companies you're targeting. The dashboard provides current data of each attribute for all your named accounts.

## What's in this article?

[Named Accounts Dashboard](#)

[Named Account Attributes](#)

## Named Accounts Dashboard



Id	Named Account	People	Overall Engage	Pipeline (USD)	Open Opportunities	Domain	Industry	SIC Code	Revenue (USD)	Employees
18	<a href="#">Cat Company</a>	14	0	18600.00	2	cat.net	Manufacturi...		0.00	230
19	<a href="#">Sinket Services</a>	13	0	20360.00	2	sinket.com	Manufacturi...		500.10	1,001
20	<a href="#">Mre Technologies</a>	14	-5	18600.00	2	mre.com	Marketing A...		251000.00	
21	<a href="#">Sweepion</a>	30	0	20360.00	2	sweepion.net	Telecommu...		50.10	101
22	<a href="#">Hlite Systems</a>	31	-20	53000.00	2	hlite.com	Software & ...		0.00	0
23	<a href="#">Pyramid Construct...</a>	1	0	100000.00	1	pyramid.com	Manufacturi...	4253	950000000.00	2,680
24	<a href="#">Dickenson</a>	31	0	19900.00	3	dickenson-consult...	Consulting	6752	50000000.00	120
11	<a href="#">Cecilage Technolo...</a>	28	180	2000000.00	2	Cecilage.net	Technology		100000000.00	2,500
12	<a href="#">Fracca Technologies</a>	28	-187	575000.00	2	fracca.net	Technology		100000000.00	2,500
13	<a href="#">Epilong Systems</a>	18	-63	191000.00	3	epilong.com	Technology		250000000.00	10,000
14	<a href="#">EduLearn Technol...</a>	12	80	573280.00	4	edulearn.net	Education		12000000.00	800

### Tip

Named accounts are sorted by Created Date by default, however you can sort by any column that has a sort icon in its header.

### Note

Marketo shows all CRM users synced into Marketo as filter values of "Account Owner" or "Member of Account Team."

# Named Account Attributes

<b>ID</b>	Named Account's identification number
<b>Named Account</b>	Named Account's name
<b>People</b>	Amount of people attributed to Named Account
<b>Pipeline</b>	Sum of Amount of all the opportunities in your CRM system that aren't Closed Won or Closed Lost
<b>Open Opportunities</b>	All the opportunities in your CRM that are not Closed Won or Closed Lost.
<b>Domain</b>	Named Account's domain (e.g. marketo.com)
<b>Industry</b>	Type of industry attributed to Named Account
<b>SIC Code</b>	Standard Industrial Classification - four-digit code for classifying industries
<b>Revenue</b>	The company's annual revenue
<b>Employees</b>	Number of employees attributed to a Named Account
<b>Account Score</b>	Aggregate of lead scores from multiple leads to provide score at an account level
<b>City</b>	Named Account's city
<b>State/Region</b>	Named Account's state or region
<b>Country</b>	Named Account's country
<b>Created Date</b>	Date the Named Account was created
<b>Account Owner</b>	Owner of specified account
<b>Account Team Member</b>	Member of group of stakeholders that work together on specific accounts